

Subject: Business Economics

Course: B.A., 5th Semester, Undergraduate.

Paper No: 521

Paper Title: Consumer Behaviour

Unit No.: 4 (Four)

Title: Culture & Consumer Behaviour

Lecture No: 2 (Two)

Title: Culture & Consumer Leadership Part - 2

References

1. Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
2. Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education.
3. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.
4. Wells W.D. and Prensky, D., Consumer Behavior, 1996, John Wiley & sons, Inc.

Links

1. https://www.google.co.in/?gws_rd=ssl#q=mcq+with+answer+on+measurement+of+culture+and+subculture+in+consumer+behaviour